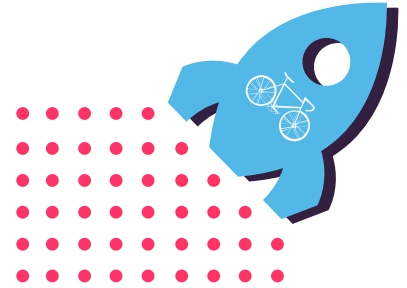


7 Tactics for Successful CTI-Technology Implementation

#1. Define happiness upfront

If you are a sales centre, you may want to increase the volume and length of calls to drive an uplift in sales; whereas if your call centre is exclusively designed to resolve customer issues, you may want to decrease your length and volume of calls to reduce your costs of service. What is success to you? Define your CTI-success from a business perspective upfront.



#2. Talk to your customers

This project is a great opportunity to learn. What happens after your customers have dialled your number? Have a talk with your customers and gather some outside-in customer perspectives. With this outside view on what is and isn't important, and what does and doesn't work, you will have an accurate view of the customer. These learnings will help you make better decisions.

#3. Win as a team

Involve your staff. This makes the project more fun for everyone involved and it contributes to the adoption. Walk a mile in their shoes and make them part of the project team. Determine the current situation and the desired situation. Let's do this together.

#4. Capture the - data - moment

Your CRM is the basis for showing the right information. How is your data quality today? This CTI-project could also be the perfect moment to improve your future data quality. The good news is that CTI solutions often contribute to the correct (re)filling of your CRM. This is because employees experience the added value.

#5. Work with a great project manager

Set up a team with a competent project manager. An ace who breaks the plan down to clear milestones and chooses the right moment for implementation. Someone who communicates and knows how to connect dots and people.

#6. Keep learning

Ask how your staff experiences the solution after implementation. Does the CTI-integration meet expectations or is there something that needs to be changed? Learn and adjust together. Share best practices and reward feedback. Remember: it's a team journey.

#7. Enjoy the ride

Successfully introducing new technology into your organization will require your attention. But done well, it will be very satisfying and rewarding, so have fun. And don't forget to reach out to your friends from Toastar if you need any help.

